

**Insurance2day Insurance Services Ltd** acts as an independent insurance intermediary, authorised and regulated by the Financial Services Authority, and is a member of the British Insurance Brokers Association (BIBA) and the Commercial Broking Alliance (COBRA). As an independent insurance broker, Insurance2day has access to a comprehensive product range from both the company and Lloyds markets. Based in the West Midlands, the group enables business transactions to be done via the internet, over the telephone or by appointment.

### Getting in on the CRM act

Having "stumbled across" the term 'CRM' (customer relationship management) last November, Steve Robinson, Director of Insurance2day Insurance Services, quickly realised that the company needed to get in on the act in order to maximise the potential of its client and prospect bases. "I could see that we needed to implement a system, primarily to manage new business prospects, but also to maintain contact with our existing client base," he explains.

### A daunting prospect

Steve immediately attended a seminar on CRM, at which he was overwhelmed to learn that "CRM systems can be very complex and take months to implement".



*"Really Simple Systems proved to us that setting up and maintaining a CRM system needn't be a headache"*

**Steve Robinson**  
Director of Insurance Services

### Free trial

However, having carried out a Google search on CRM later that day and contacted numerous CRM providers, Steve decided to take advantage of the free trial offered by Really Simple Systems, tempted, in part, by the company's competitive pricing.

### Supremely straightforward

The success of the trial convinced him that Insurance2day need look no further for a CRM solution provider. "What I was expecting to be a major headache for everyone at the company,



*"It works fantastically well for our main office/remote offices set-up and has completely transformed the way that we do business."*

proved to be a breeze thanks to the user-friendliness of the Really Simple Systems CRM, not to mention Really Simple Systems' professional and supportive approach. They had the system up-and-running in no time – contrary to all the nightmare stories I had heard about lengthy CRM implementations – and made the whole thing seem supremely straightforward."

### Up-and-running

Incredibly, says Steve, for a company that had never seen a CRM system in operation just a few short months ago, Insurance2day now has almost 17,000 prospect/client accounts loaded on its system. "It works fantastically well for our main office/remote offices set-up and has completely transformed the way that we do business."

### Final verdict

"Really Simple Systems proved to us that setting up and maintaining a CRM system needn't be a headache," concludes Steve. "We would definitely recommend them to any company looking to explore the CRM avenue."

For more information on visit:

Insurance2day at [www.insurance2day.co.uk](http://www.insurance2day.co.uk)

**Really Simple Systems** Hosted CRM is aimed at small and medium sized organisations with between 5 and 200 people who want a straightforward hosted CRM sales, marketing and support system. The hosted model is particularly suitable for companies with multiple locations and sales people who work remotely or at home. Really Simple Systems is the largest United Kingdom provider of hosted CRM systems and has offices in the UK, North America, and Australia. Users include the Royal Academy of Arts, the British Library, Citicorp and the Department of Health as well as many small and medium sized companies.

**Really Simple Systems Ltd** | The Long Barn | Ramsdean | Petersfield | GU32 1RU | United Kingdom | Tel: +44 (0)1730 823300 | Fax: +44 (0)870 1269910 | [reallysimplesystems.com](http://reallysimplesystems.com)

**Really Simple Systems Pty Ltd** | 19 Willoughby Rd | Crows Nest NSW 2065 | Australia | Tel: +61 2 8987 1909 | Fax: +61 2 9439 2157 | [reallysimplesystems.com.au](http://reallysimplesystems.com.au)

**Really Simple Systems Inc** | 178 Main Street North | Unionville (Toronto) | Ontario L3R 2G9 | Canada | Tel: +1 416.389.5930